



COMMISSION ON THE STATUS OF WOMEN MINUTES

AGENDA FOR STRATEGIC PLANNING

JULY 20, 2012, 8:00AM – 1:00PM

***Permit & Resource Mgt. Dept. (PRMD) Hearing Room
2550 Ventura Avenue, Santa Rosa, CA 95403***

COMMISSIONERS PRESENT: Jan Kiely (Chair), Mary Basham, Paulette Hall, Pattie Heisser, Alicia Kae Herries (Officer at Large), Aisha Morgan, Daniela Pavone, Donna Roper, Karlene Rebich, Priscilla Vivio (Vice-Chair), Karen Wallace, Cindy Williams

COMMISSIONERS ABSENT: Linda Kay Hale, Doris Reyes

JUNIOR COMMISSIONERS PRESENT: None

STAFF PRESENT: Laurie Marincik

GUEST SPEAKERS: None

I. CALL TO ORDER – INTRODUCTION OF COMMISSIONERS

Kiely called the meeting to order at 8:30 A.M.

II. CONSENT ITEMS

Approval of agenda, motion passed.

III. PUBLIC COMMENT

None.

IV. STRATEGIC PLANNING – REVIEW 2012-2013

What Changes do we want for 2012-2013?

- Facebook page – with caution
- Check into Emerge for Representation Event
- Short bulletin focusing on speakers via Email
- Tickets for Women's History Luncheon
 - Pay for ad this year

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www.sonomacountywomenscommission.org
E-Mail: csw@sonoma-county.org

- Discuss ticketing options such as Brown Bag
- Juniors shortened one month (April); put apps in schools in the Spring; approach Career days; Social Media programs.
- Instructions Manuals, check-lists, and cross-training for ongoing events: Chairs, Committees, and Liaisons
- Clarify roles while we are out in the community as Representatives
- Bonding/Social events
- Share success stories with Board of Supervisors and Press via Marketing committee; each committee having stories should bring them to Marketing and the committee can publish
- Succession Plan

Committees:

➤ **Committee Chairs:**

- Chairs should have more experience in that particular area
- Committees need assistance with delegation
- Sharing responsibilities among committee members essential

➤ **Juniors** – Priscilla Vivio (Vice-Chair), Paulette Hall, Linda Kay Hale, Karlene Rebich, Cindy Williams

Overview:

- First meeting October 8th
- Commissioners to share responsibilities; help with interviews
- Commissioners to attend meetings and/or speak
- Get the word out to H.S. Juniors before end of the school year for the following senior school year to increase participation.
- More speakers @ meetings (commissioners to sign up)
 - Priscilla will have sign-ups; state your topic and Juniors will select what interests them
- Bring in non-profit organizations such as Verity or Living Room encouraging volunteer involvement in the community
- Expand Career Panel – Include Union Member leaders (such as Plumbers, Contractors/non-traditional women workers)

➤ **Women's History** – Mary Basham, Pattie Heisser, Linda Kay Hale, Karen Wallace (event; press ad)

Overview:

- Categories for Honorees; Honorees to speak more; less time for keynote to speak
 - Run add with Press referring to application on commissions website
 - Assistance from all commissioners with flowers and final touches
 - Revise ticket sales to possibly online
 - Presentations at schools increasing exposure
 - Financial sponsorship for SSU Women's History through proceeds (SSU not currently a 501; change verbiage for tax deductibility for ticket purchases)
 - Find out how to do fund raising within County rules*
 - Deaf translator
 - Expand Women's History Library – Bring library to present
- **Representation Event** – Donna Roper, Priscilla Vivio, Alicia Kae Herries, Daniela Pavone, (possibly Doris Reyes)

Overview:

- 2013 Sprint Event
 - Suggestions were to develop a step-by-step instruction on how to get appointed or elected into an office
 - Consider working with outside group such as Emerge or No name
- **Coalitions** - Donna Roper, Paulette Hall, Aisha Morgan

Overview:

- Add as a Committee
 - Once a year event
 - Cancel September 8th & move to November 3rd
 - Improve agenda with more tasks for participants; more results oriented
 - Use Coalitions as Networking only
 - Resource Guide – Aisha assist
 - Links to website for other organizations – Donna Roper
- **Marketing** – Aisha Morgan, Pattie Heisser, Karen Wallace, Alicia Kay Herries

Overview:

- Facebook page for CSW posting Women's History emails, speakers,
- Gazette a great source for publicizing CSW Event and Meeting Speaker Announcements

- Short Monthly Bulletin
 - Go Daddy domain name
 - Other committees to request Marketing assistance
 - Send out notices to connections re: speakers @ meetings
- **Legislative** – Priscilla Vivio, Mary Basham, Daniela Pavone, Cindy Williams

Overview:

- Same as 2011-2012
- Email to Laurie brief overview of each letter of endorsement and send out to commissioners

Quick Review 2011-2012

What Worked?	What didn't?
Representation Event was good	Rep. group too intense; met too often; need better ground rules (i.e. roles and budget)
Women's History Event – a) Attendance; Honorees-good selection of honorees b) Venue beautiful; spacious	a) Too much from guest speaker not enough time from honorees; More minority women to represent b) service less than perfect
Coalition Events – 1 st meeting went well	Possibly a better vision needed; focus; more involvement; centralize meetings
More commissioners helped do the work	Juniors – Slow start; didn't get applications out soon enough
Speakers	Junior Career Day – Speakers needed more time to present; January didn't work-move to February
	New Chairs had harder time; Need to delegate
	Better Marketing goals
	Better clarification for Legislative issues/process from the County *
	Budget Procedures from Staff *
	Get women to come to our meetings
	Website out-of-date

*Staff to develop instruction list.

Guest Speakers – Try to keep speaking to 20 minutes.

- Legal Aid (Custody issues) – Daniela Pavone
- Women's County Jail and tour of Women's Facility – Mary Basham
- SRJC Scholarship Coordinator – Mary Basham
- Council on Aging; issues impacting women – Jan Kiely (FB Laura)
- Marin CSW Event – Priscilla Vivio
- A City Council member (SR City Mgr) – Cindy Williams
- Sonoma County Superintendant of Education (Panel?) – Donna Roper
- Impact of Foreclosures on Women (housing authority, banker, or real estate agent) – Daniela Pavone for October
- Employment – Alicia Kae Herries
- Muslim Women – Aisha Morgan
- Housing for Women – Paulette Hall

Field Trips

- Bonding social event for CSW
- Sonoma County Women's Jail – Mary Basham
- Family Justice Center, 2nd Floor – Cindy Williams
- The Living Room – Donna Roper

\$10,500 Total Budget (not including scholarship funds)

Budget Item	2012	Actual	Description	2012
Women's History	\$3600	\$3200	Add Deaf translators, 2 x 3 hrs = \$520; Add Marketing \$500	\$3500
Junior Commissioners	\$2000	\$1102		\$2000
Marketing	\$1200	\$ 321		\$500
Coalition Event	\$1700	\$1532	Event: \$1500; Resource Guide: \$500	\$2000
Administration	\$ 700	\$ 700		\$1500
Community Liaisons, Coordinators	\$ 160	\$ 160	Last year ACCW & Legislation CSW return add envelope printing	\$0

Representation Event	\$1000	\$ 230		\$1000
Total Budget	\$10360	\$3255		\$10500

Review Mission – What does Ordinance say on the CSW direction and focus?

Jan read from the CA CSW areas of study as a platform for the Sonoma County CSW. An overview encompassed these categories appropriate for CSW focus:

- Gender equity in the media
- Educational needs of women and girls
- Gender in the workplace and employment
- Health and safety of women and girls
- Women in the military, women veterans, and military families
- State laws in regard to civil and political rights of women, including pensions, tax requirements, property rights, marriage and dissolution of marriage provisions, and similar matters.

V. COMMISSIONER ANNOUNCEMENTS: none

VI. ADJOURNMENT:

Meeting adjourned at 1:00 PM.